

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, People Who Think, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 

☐

FEDERAL CANDIDATE

☒

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Charles W. Herbster

Authorized committee:

Herbster for Nebraska

Agency requesting time (and contact information):

☐

N/A People Who Think, Contact: Laurie Mayeux 985-377-7159 or laurie@peoplewhothink.com

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Nebraska Governor

Date of election:

May 10, 2022

☐

General

☒

Primary

Treasurer of candidate's authorized committee:

James Houlihan

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

☒

the candidate listed above who is a legally qualified candidate, or

☐

the authorized committee of the legally qualified candidate listed above;

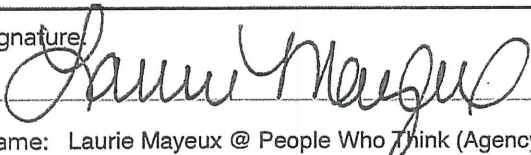
(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

Candidate/Committee/Agency

Signature:



Name: Laurie Mayeux @ People Who Think (Agency)

Date of Request to Purchase Ad Time:

7/7/21

Station Representative

Signature:

Melanie L Stockman

Name:

Melanie Stockman

Date of Station Agreement to Sell Time:

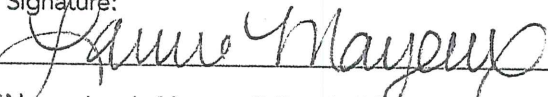
7/8/21

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:



Name: Laurie Mayeux @ People Who Think (Agency)

Date: 7/7/21

TO BE COMPLETED BY STATION ONLYAd submitted to Station? ☒ Yes ☐ No Date ad received: 7/8/21**Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).**Federal candidate certification signed (above): ☐ Yes ☐ No ☒ N/A

Disposition:

☒ Accepted☐ Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*☐ Rejected – provide reason:

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #:
see attached

Station Call Letters: KRNK-FM

Date Received/Requested:
7/8/21

Est. #:

Station Location: KEARNEY, NEBRASKA
see attachedRun Start and End Dates:
see attached

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.



Advertiser		Product	Order #	Ver #	Rev #	# Wks	Page #
Herbstler for Governor		Charles W Herbstler (19450)	19450	0		3	1
Salesperson			Date	Time	Start	End	
* Statelets		Salesperson Phone #	7/8/21	7:38:55AM	7/5/21	7/25/21	
			Demos				
Sales Office		Agency Phone #					
Leaffield		(804)364-3075	Survey				

Accepted for Agency (and Media Buying Service, if any) as Agent for the Advertiser:

Title

Leaffield Communications, Inc., 505 Hobbs Road, Jefferson City, MO 65109
P 573/893-7200 F 573/893-2321 www.leaffield.com

Jul 5	Jul 12	Jul 19	Jul 26	Aug 2	Aug 9	Aug 16	Aug 23	Aug 30	Sep 6	Sep 13	Sep 20	Sep 27	Total Units	Unit Len	Unit Rate	Extended Total		
3	19												22	30	437.00	9614		
		9											9	30	437.00	3933		
3	19	9											31			13547		
3	19	9	0	0	0	0	0	0	0	0	0	0	31			13547		
1311	8303	3933																
Total Gross: \$13,547.00													Agency Commission: \$2,032.05			Total Net		\$11,514.95

13547



Contract Summary

StateNets Platinum
Attn: Dave Martin
2601 Northwind Drive
Richmond VA 23233

Advertiser	Product	Order #	Ver #	Rev #	# Wks	Page #
Herbster for Governor	Charles W Herbster (19450)	19450	0		3	1
Salesperson	Salesperson Phone #	Date	Time	Start	End	
* StateNets		7/8/21	7:58:55AM	7/5/21	7/25/21	
Sales Office	Agency Phone #	Demos				
Leaffield	(804)364-3075	Survey				

Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Qtr 3 2021	Qtr 4 2021	Qtr 1 2022	Qtr 2 2022	Total Units
Brownfield Nebraska 13,547	0	0	0	0	0	0	0	0	0	0	0	13,547				13,547
All Vehicles - Total Gross 13,547												13,547				13,547
All Vehicles - Total Units 31												31				31

Air Time Gross:	\$13,547.00	Agency Commission:	\$2,032.05	Total Net	\$11,514.95

Advertiser agrees that network may exercise its right and responsibility to approve all creative submitted by advertiser and refuse to air any creative found to be of questionable truth or accuracy.

Cancellation /Change Clause: 21 days prior to broadcast schedule start. Advertising schedule may be cancelled or changed by any party provided that notice in writing is received 21 days before the scheduled broadcast date. If the cancellation/change is made less than 21 days of the scheduled start date by the Advertiser, the Advertiser will be charged and the Advertiser shall pay the Broadcaster at the rate appropriate to the number of advertisements booked before such a cancellation becomes effective.

Leaffield Communications, Inc., 505 Hobbs Road, Jefferson City, MO 65109
P 573/893-7200 F 573/893-2321 www.leaffield.com